



## **MEDIA RELEASE**

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**For Immediate Release**

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### **New Saturday Market Mural Adds “Flavor” to Downtown**

A new mural is being installed on East Court Street that will carry the theme of The Saturday Market - a tasty event that features fresh produce, cheeses, flowers and much more each Saturday morning from 7 – 12:00 Noon, April through October.

The mural will be installed on Friday morning, August 22, on the blank panel above Connolly's Pub, located at 24 East Court Street. The design was created by Brains on Fire as part of the total promotional branding campaign for the Saturday Market. The installation is scheduled to begin around 8:00 a.m. and will continue until the mural is securely fastened to the building's façade.

All services and materials for the 60' x 51' mural project were generously donated by supportive businesses. The creative artwork for the banner, as well as all the artwork for the Saturday Market branding campaign, was donated by the creative bunch at Brains on Fire. The mural was printed on a vinyl banner material, provided by TPM. It will be installed by Fairway Outdoor Advertising.

“The mural adds a fun and festive touch to the Saturday Market and the downtown neighborhood,” says Saturday Market Co-chair and downtown resident Susan Reynolds. “Everyone involved in the Market appreciates the time and talents that went into the creation and installation of the mural.”

Since its opening on May 2003, the Market has drawn diverse crowds, many of whom have become regular visitors each week. While most Saturday shoppers come to buy products from the 20+ vendors, others are drawn to the cooking demonstrations, breakfast omelets cooked to order, live entertainment, and a children's activity area sponsored by the Imagine Nation, the Upstate Children's Museum.

According to Greenville Events Executive Director Chuck Hodge the Market has had consistently good attendance since opening day, particularly with the number of rain days we've had this summer. "We've had a good opening year," says Hodge, "And based on the initial success, I anticipate we will be expanding our products and activities next year."

Other supporters of the Saturday Market include Carolina First, the Greenville News, Coca Cola, and Soby's Restaurant. The Saturday Market was initiated by the City of Greenville and is managed by Greenville Events, Inc.

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